**Course Syllabus**

**Spring 2024**

**Samar M. Baqer, PhD., Fulbright**

**Business to Business Marketing 421/01A**

**Lecture Time and Location:**

**MKT 441 / 01A**  : Business to Business Marketing 421/01A

Mon and Wed 2:00 – 03:15 PM – Room C3 1005

**Final Exam** 25-May-2024, 08:00 AM

**Contact Information:**

**Location** : Management and Marketing Department - First Floor – Office S1 B1-1006

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**Teaching Assistant:**

**Name** : Shaden Shaker

**Location** : First Floor, Department of Management and MarketingZone A

**Email** : shaden.almustafa@ku.edu.kw

**Office Hours** : TBA

**Tutorial** : Will be announced

**Course Description:**

This course is designed to provide the students with a comprehensive description of the nature and the scope of industrial or business markets. The main concepts in the marketing field will be discussed focusing on the business market. These concepts include the 4 Ps’ management, buyer behavior, segmentations and targeting, etc.. In addition, this course will cover the process of assessing industrial marketing opportunities and business and designing competitive strategies.

**Course Learning Outcomes:**

The learning outcomes for this course, listed below, relate to the learning goals of the College of Business Administration Undergraduate Program, which can be found in the appendix at the end of this syllabus.

Upon successful completion of the course, students will be able to:

* To understand the complexity of the business markets including their buying behavior **LG1**.
* To understand the business terms and concepts that are significant in the field of business marketing **LG1**.
* To learn how to appeal to the targeted business segment with the right marketing program, innovative ideas, and competitive strategy **LG1 – LG2.**
* To be able to assess industrial market opportunities, identify strategic alternatives, and select the most appealing one **LG1**.
* To be able to apply the knowledge gained in this course into a real life business/marketing situation **LG1**.

**Required Material:**

**Textbook** :

**Additional Material** :

**E-Learning System** :

**Course Website** :

**Course Requirements and Policies:**

* + This course will include lectures, assignments, cases, course project, and exams (all materials will be taught in English).
  + Students’ attendance and participation are expected.
  + Students will form groups (a maximum of 4 students in each) in order to complete the course project (see below for details).
  + **There will be *NO* extra credits or curve given to an individual student to improve his/her grades. Also, there will be *NO* makeup work (exams, quizzes, assignments, cases) allowed. If any of the previous items was missed, an average will be used based on the student’s grades.**

**Individual Assignments:**

* + Each student is supposed to work individually on the assignments and cases and turn them by the specified due date.
  + Students are expected to read the assigned chapter before coming to class.
  + Presentation will be graded for each student not as a group.
  + **All students’ work should be typed** (no hand written work will be accepted).

**Group work:**

* + Students will be asked to form groups of a maximum of 4 students each. Each group must select a leader who is going to be responsible for organizing the teamwork. Group leaders must give me a weekly report (one paragraph) that describes the group work during the week.
  + Each group must prepare a proposal (one page) that describes the project’s plan.
  + Peer evaluation must be handed to the instructor by the end of the semester.

**In-Class Tests:**

* + There will be one midterm exam and one final exam in this course. All exams will have the same format, which is essay question. Short essay questions might be added as a bonus part in order to give students a chance to gain extra credit.

**Participation:**

**Class Preparation – Readings, Videos, and Online Quizzes (whatever applicable):**

**Attendance and Participation:** Every student in this course must abide by the Kuwait University Policy on Attendance (published in the Student Guide, Chapter 3, Section 13). A copy of the student guide can be accessed online on:

<http://www.kuniv.edu/cs/groups/ku/documents/ku_content/kuw055940.pdf>

* + Attendance will be taken each class.
  + No student will be allowed to enter the classroom after the instructor arrives.
  + ***If a student misses more than 5 classes, he/she will lose 5% of the final grade (warnings will be sent to the student based on Kuwait University’s regulations).***
  + ***If a student misses more than 6 Hours, she/he will receive an FA grade.***
  + ***Each student is responsible for the missed work. Again, there will be no makeup work accepted.***
  + I have the right to accept or reject the reasons for absence.
  + **All mobile phones should be turned off (or on silent mode) or the student will be asked to leave the classroom.**

**Cheating and Plagiarism:** Every student in this course must abide by the Kuwait University Policy on Cheating and Plagiarism (published in the Student Guide, Chapter 3, Section 2). A copy of the student guide can be accessed online on:

http://www.kuniv.edu/cs/groups/ku/documents/ku\_content/kuw055940.pdf

Please carefully note all sources and assistance when you turn in your work. Under no circumstances should you take credit for work that is not yours. You should neither receive nor give any unauthorized assistance on any deliverable. If you have any questions about what constitutes “unauthorized assistance” please email me before the deliverable is submitted.

* + **Mutual respect** between the instructor and her students is expected in this class. The instructor has the right to ask a student to leave the classroom if the student shows any kind of disrespect.
  + Students must follow all the ethical standards in the classroom.
  + **DON’T CHEAT.** Cheating will not be forgiven. If a student is caught while trying to cheat he/she will lose 10% of the final grade. If the same student is caught cheating again, he/she will fail the class. **JUST DON’T CHEAT.**
  + **DON’T COPY** your colleagues’ work. The instructor will find out and will take points from the final grade.

**Writing Style:** Students must refer to MLA writing style for their assignments and report writing. Refer to the English Language Center for help.

**Grading:**

The scores in this course will be the weighted average of the following items:

|  |  |
| --- | --- |
| **Weight** | **Description** |
| Exam 1 | 15 % |
| Final | 40 % (two parts 20 % each) |
| Project | 20% |
| Presentation | 5% |
| A/P | 10% |
| HW and in-class work | 10% |
| 100% | TOTAL |

**Grade Distribution:**

|  |  |
| --- | --- |
| **Grade** | **Range** |
| A | ≥ 95 |
| A- | ≥ 90 and < 95 |
| B+ | ≥ 87 and < 90 |
| B | ≥ 83 and < 87 |
| B- | ≥ 80 and < 83 |
| C+ | ≥ 77 and < 80 |
| C | ≥ 73 and < 77 |
| C- | ≥ 70 and < 73 |
| D+ | ≥ 65 and < 70 |
| D | ≥ 60 and < 65 |
| F | < 60 |

**Course Outline:**

|  |  |  |
| --- | --- | --- |
| **Schedule** | **Title** | **Deliverables** |
| **W1** 5,7 Feb | * + Introduction to the course and emerging issues   + Ch1 Business to Business market and marketing |  |
| **W2** 12,14 Feb | * + Ch1 Business to Business market and marketing   + Ch2: Buyer behavior |  |
| **W3** 19,21 Feb | * + Ch2: Buyer behavior   + Ch3: Interfirm relationships and networks | Assignment Due or in-class work |
| **W4** 26,28 Feb | * + Happy Independence Day ☺   + Ch3: Interfirm relationships and networks |  |
| **W5** 4,6 Mar | * + Ch4: Responsible business to business strategy | Project proposals due |
| **W6** 11,13 Mar | * + Ramadan Mubarak ☺   + Ch5: Researching business to business markets   + Ch6: Business market segmentation . | Assignment Due |
| **W7** 18,20 Mar | * + Ch6: Business market segmentation   + Ch7: Communications and interacting with customers | Assignment due or class work |
| **W8** 25,27 Mar | * + EXAM (Ch. 1-6)   + Ch7: Communications and interacting with customers |  |
| **W9** 1,3 April | * + Ch8: Relationship communications |  |
| **W10** 8,10 April | * + Project discussions   + Happy Eid ☺ |  |
| **W11** 15,17 April | * + Ch9: Relationship portfolios and key account management   + Ch10: Managing product offerings |  |
| **W12** 22,24 April | * + Guest Speaker   + Ch10: Managing product offerings | Assignment Due |
| **W13** 29 April, 1 May | * + Ch11 Routes to market   + Guest speaker | Assignment Due |
| **W14** 6,8 May | * + Ch12: Price settings in business to business markets |  |
| **W15** 13 May | Presentations |  |
| **May 25** | **Final Exam ☺ 8 AM** | **Project due (Hard and soft copies)** |

**Important Dates**

|  |  |
| --- | --- |
| **Date** | **Event** |
| Thursday Feb 8th | OFF – Israa and Me’eraj |
| Sunday and Monday Feb 25th & 26th | OFF – National and liberation days |
| Monday March 11th | Ramadhan ☺ |
| Saturday March 16th | LAST DAY to withdraw from classes |
| Tuesday – Saturday April 9-13 | OFF - Eid Al Fitr Break |
| Monday May 13th | Last day of classes (Presentations week) |
| Saturday May 25th | Final Exam - 8 AM |

**CBA Vision:**

To be the leading provider of quality business education in the region.

**CBA Mission:**

As part of Kuwait University, the leading national institution of higher education, the College of Business Administration is committed to providing quality business education, engaging in research and community services to contribute to the socio-economic development of the country.

**Undergraduate Program Learning Goals:**

1. **Decision Making Skills:** A CBA graduate shall be able to recognize the extent of the implications of business decisions, evaluate different proposals based on available facts, and make a well-supported business decision.

**Student Learning Objectives:**

* 1. Recognize the implications of a proposed business decision from a variety of diverse, internal and external, stakeholder perspectives.
  2. Evaluate the integrity of the supporting evidence and data for a given decision based on business principles.
  3. Analyze a given business decision using integrative techniques, structures, and frameworks.

1. **Communication Skills:** A CBA graduate shall be able to communicate effectively in a wide variety of business settings.

**Student Learning Objectives:**

* 1. Deliver clear, concise, and audience-centered presentations.
  2. Write clear, concise, and audience-centered business documents.